



Figure 2: The draft framework plan with Backlick Run straightened.

2 Long Term Conceptual Land Use Options

After describing the draft framework plan, Ms. St. Leger-Demian began a presentation of the four conceptual land use options. She initiated the discussion by showing imagery of the various land uses shown in the conceptual land use options: retail, office, residential, industrial, civic, institutional, and parks/green space. Below are images and descriptions of the four conceptual land use options.

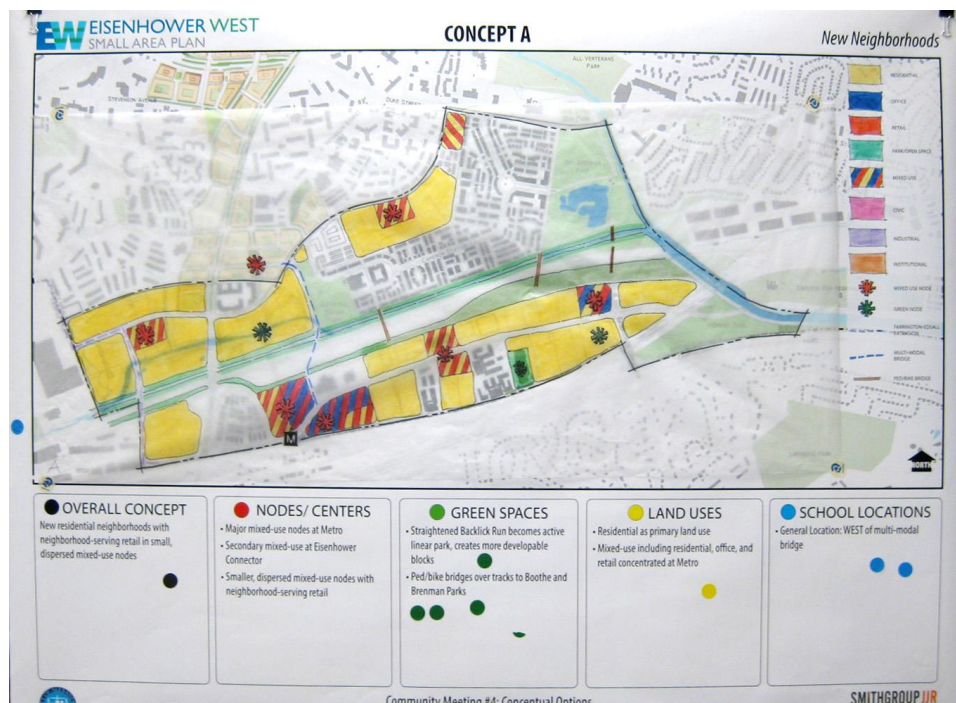


Figure 3: Concept A: New Neighborhoods.

Concept A: New Neighborhoods

The overall concept features new residential neighborhoods with neighborhood-serving retail in small, dispersed mixed use nodes. A major node is located at the Metro, with smaller neighborhood-scaled nodes dispersed throughout the new neighborhoods. A secondary node is located at the Clermont interchange in the eastern part of the study area. This concept shows Backlick Run straightened to become an active, linear park. Pedestrian/bike bridges over the railroad tracks are located near Boothe and Brenman Parks to create increased connectivity to these amenities. The land use is mostly residential with some mixed use including residential, office, and retail concentrated at the Metro station. This concept also suggests a possible school west of the multimodal bridge.

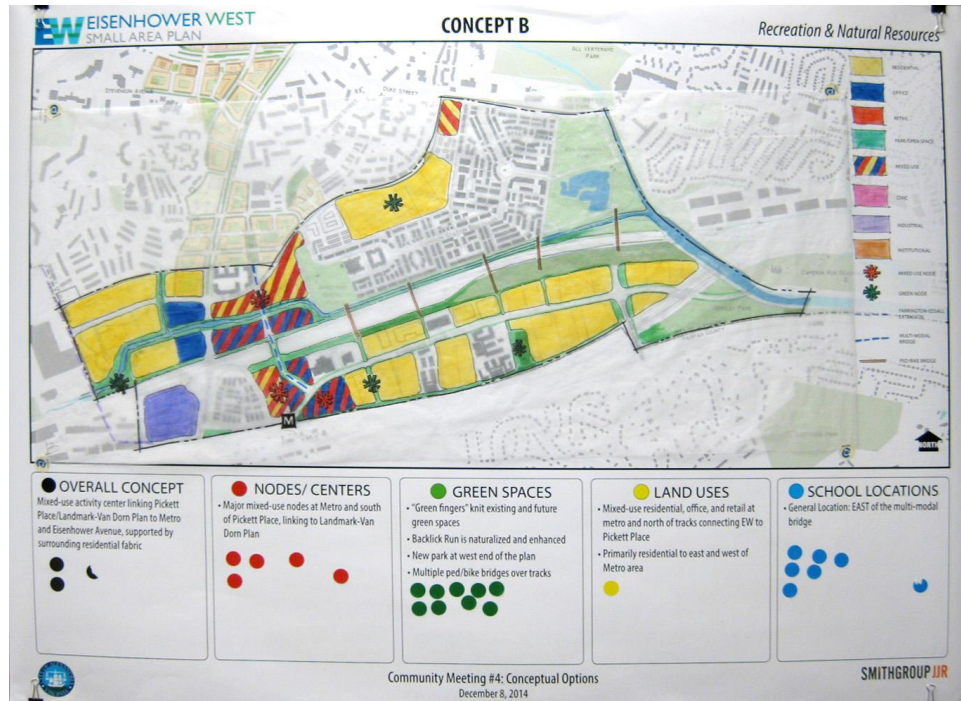


Figure 4: Concept B: Recreation and Natural Resources.

Concept B: Recreation and Natural Resources

This concept focuses on a mixed use activity center linking Pickett Place in the Landmark/Van Dorn Corridor Plan to the Metro station and Eisenhower Avenue. This major mixed use residential, office, and retail node is surrounded primarily by residential development. "Green fingers" knit the existing and future green spaces together along with multiple pedestrian/bike bridges over the railroad tracks. In this concept, Backlick run is naturalized and enhanced and a new park is proposed at the west end of the plan. A school is suggested east of the proposed multimodal bridge.

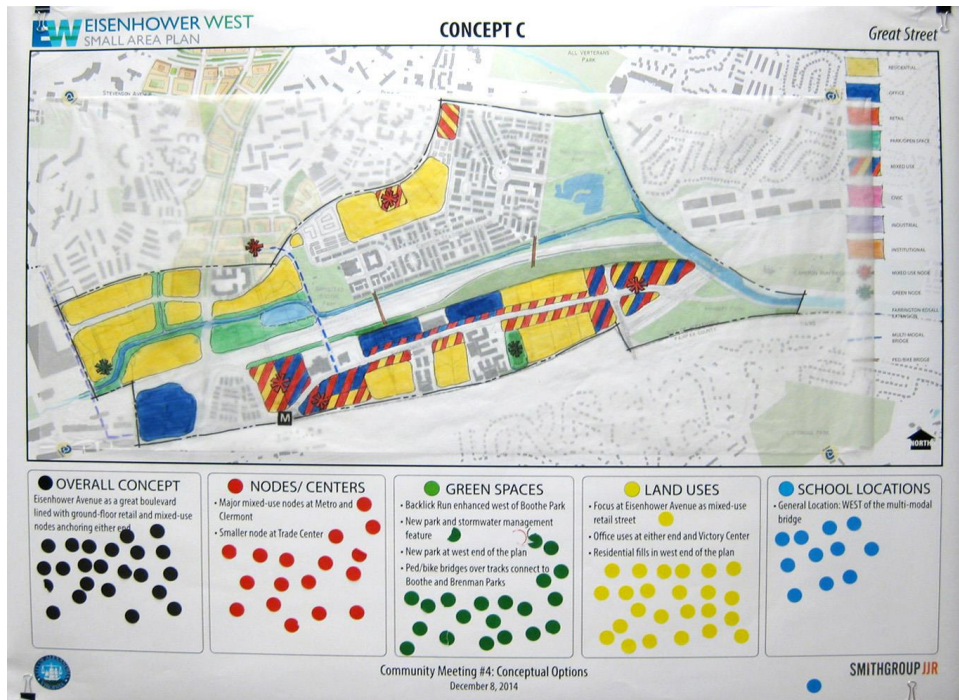


Figure 5: Concept C: Great Street.

Concept C: Great Street

This concept depicts Eisenhower Avenue as a great boulevard lined with ground-floor retail and mixed use nodes anchoring both ends of the street at the Metro station and Clermont Avenue. A smaller node is also located at the Trade Center. Office is located in the nodes, at Victory Center and in the far southwest corner of the plan area, with residential filling in the rest of the plan area. In this option, a school is proposed west of the multimodal bridge. Backlick Run is enhanced west of Boothe Park with new parks and a stormwater management feature shown on the western end of the plan area. Two pedestrian/bike bridges are proposed over the railroad tracks to Boothe and Brenman Parks.

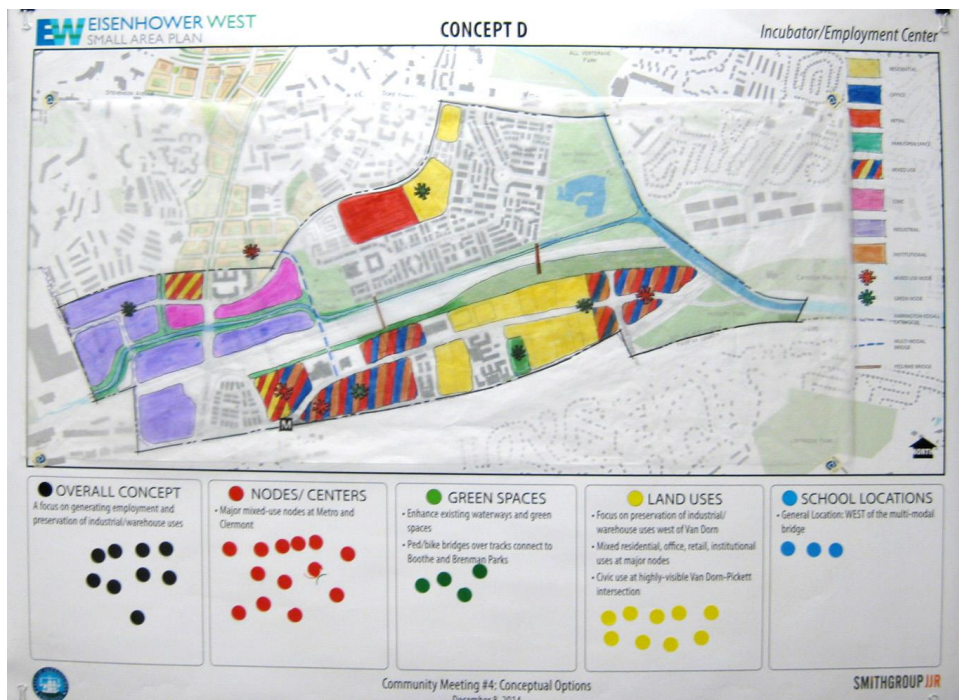


Figure 6: Concept D: Incubator/Employment Center.

Concept D: Incubator/Employment Center

This concept turns Eisenhower West into an area that generates employment and preserves industrial/warehouse uses with major mixed use nodes located at the Metro and Clermont Avenue. Existing waterways and green spaces are enhanced and pedestrian/bike bridges are located over the railroad tracks to Boothe and Brenman Parks. The land uses in this concept preserve industrial/warehouse uses west of Van Dorn Street with mixed residential, office, retail, and institutional uses at the major nodes and a civic use at the visible Van Dorn-Pickett intersection. A school is proposed west of the multimodal bridge for this concept.

3 Feedback from Small Group Exercise

After the four concepts were described, participants were asked to discuss the concepts within their small groups. During the discussions, a recorder from each group filled out two handouts that were later presented at the end of the meeting during the report out. The first handout asked participants to summarize the strengths and weaknesses of each concept. The second handout asked participants to describe which overall concept, nodes, green spaces, land uses, and school location were strongest and why. Below are summaries by table from the small group discussion and report out.

- Table 1 preferred Concept C overall with some changes. They wanted residential adjacent to the natural area at Clermont Avenue. They liked the neighborhood retail at Pickett Street and suggested keeping the isolated area west of Van Dorn for industrial. They also liked the stormwater management pond and thought the school should be located in the greater Landmark/Van Dorn plan area.
- Table 2 preferred a hybrid of Concepts C and D overall by balancing the retail and residential uses of the two concepts. They liked nodes with high FAR at the Metro and Clermont Avenue. The connectivity shown in Concept B was too much and they preferred focusing on a few, strategic connections, which could also help maximize existing green space. This table also discussed the differences in need for heavy/light/neighborhood-serving industry and suggested locating the school on the most affordable land, after the type of school is determined.
- Table 3 liked Concept C as the overall base but had concerns about the parking needs in Eisenhower West, despite proximity to the Metro. They suggested locating a new school on the west side of the plan area and would like to know more about what Fairfax County is planning adjacent to Eisenhower West. This table also noted the importance of seeing what interim versus long term plans might look like for the area.
- Table 4 preferred Concept D overall and liked the dense mixed use shown at the Metro. They thought the Clermont Avenue node was too isolated from transit but they liked the stormwater management pond and green fingers shown in Concept C with some concerns about the straightening of Backlick Run. They liked how this concept could attract flexible industrial space/uses for future growth.
- Table 5 liked Concept C overall and thought it was a good economic base in Eisenhower that connects the east and west of the plan area. They liked how this concept retained the retail at the Trade Center and acknowledged the need for neighborhood nodes. They wanted more integration of civic uses like Charles Houston Recreation Center and more pedestrian/bike connections. This table also thought that the school needs to be located in an area walkable to its catchment area.
- Table 6 liked Concept C as the overall base; in particular they liked the two connected nodes with potential big box at Clermont Avenue. They thought there should be more integration of the civic uses or a school where there is green space. They also wanted to keep retail and green space at the Trade Center and thought it was important to maintain the existing retailers in the overall plan area.

Overall Concept C “Great Street” was considered the strongest option with a few modifications from Concept D such as the civic use along Van Dorn and some neighborhood-serving industrial retained in the far western area of Eisenhower West. Other strong elements noted were the two nodes at the Metro and Clermont Avenue and the idea of a stormwater pond.

4 Feedback from Individual Dot Exercise

After the report out from the 6 tables, participants were asked to place dots on the strongest overall concept, nodes, green spaces, land uses and school location. The posted dots are included at the bottom of Figures 3-6. Participants also had the option of placing their dots on smaller maps posted in the hallway, which is reflected in Figure 7 below.



Figure 3-6: Individual dot exercise results.



Figure 7: Individual dot exercise in the hallway.

The pie charts in Figure 8 below reflect how participants expressed their preference in the overall concept, nodes/centers, green spaces, and land uses. Concept C “Great Street” had the highest amount of dots, followed closely by Concept D “Incubator/Employment Center” with the exception of Green Spaces, where Concept B “Recreation and Natural Resources” was the second preference.

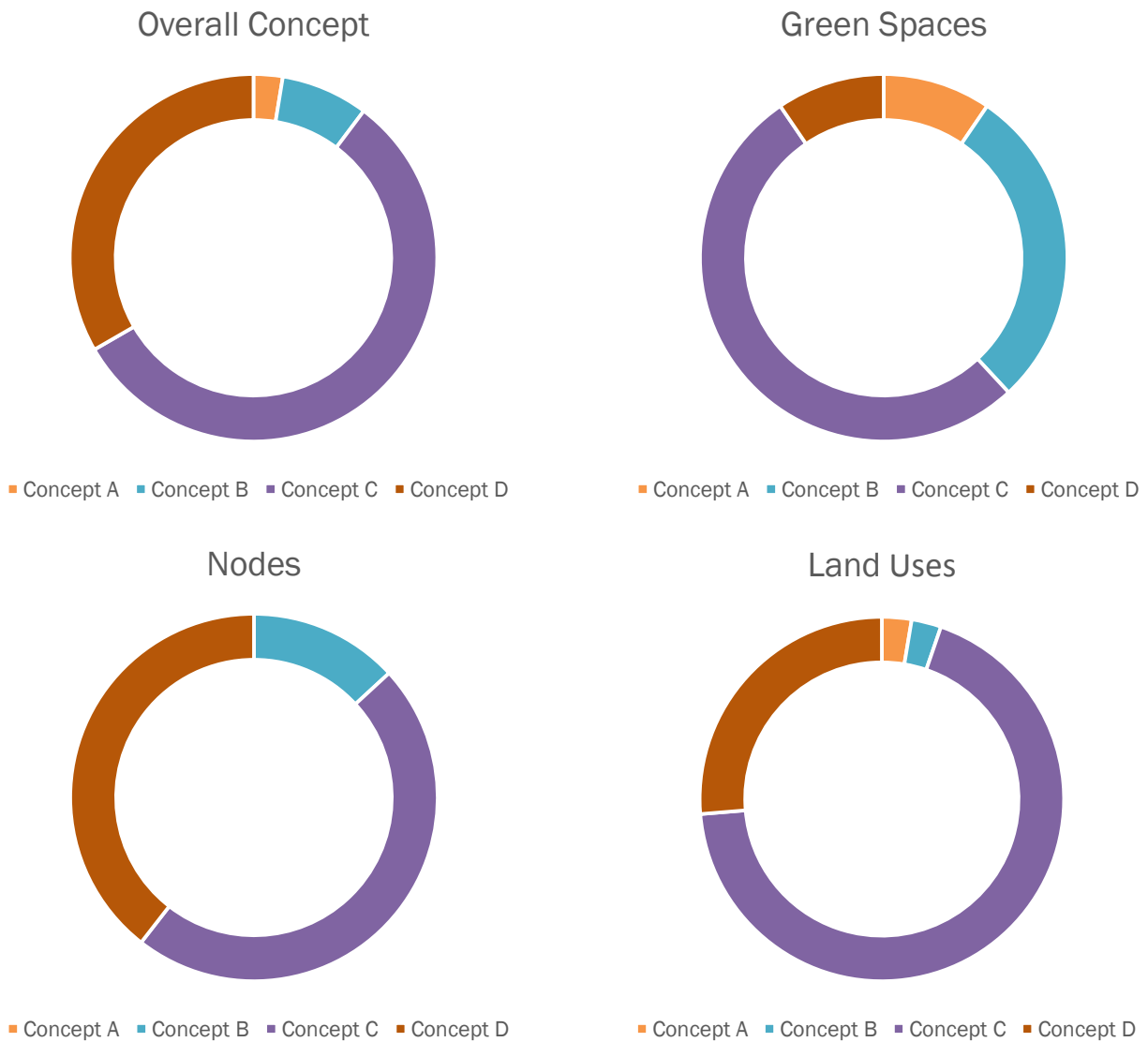


Figure 8: Pie charts showing the breakdown of the individual dot exercise.

Figure 9 below represents participants' preference in the location of a potential school east or west of the proposed multimodal bridge. Of those that voted, west of the multimodal bridge was preferred.

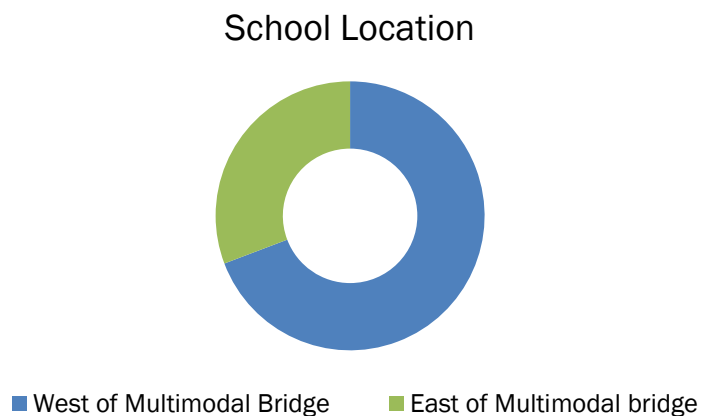


Figure 9: Pie chart showing the breakdown of potential school location preference.

5 Next Steps

At the end of the meeting, Deputy Director Susan Eddy summarized upcoming civic engagement opportunities and announced that participants could provide additional feedback on the conceptual land use options through [AlexEngage](#) in the coming weeks. Ms. Eddy discussed what would happen after this meeting, which included synthesizing feedback, creating a composite conceptual land use, and testing its feasibility through analysis work before presenting it for feedback at **Community Meeting #5 on Monday, February 9th, 2015 at Beatley Library at 7:00 pm.**